Mobile Assets

History of MMUs

- Started ~15 yrs ago to reach rural Vets
- Used to be owned by facilities
- 2014 review revealed MMUs weren't in a ready state) when emergencies occur
- IG (Inspector General) issues 0320-08 to force all MMUs to fall under OEM custodianship and must be tracked and available for deployment, plus other CDRs* (Critical Deployable Resources) for disasters, emergencies, emergency management, or incidents
- VBA has non-MMU units, now called Mobile Vet Centers (for admin, counseling) but still fall under OEM during emergency needs

IG DIRECTIVE 0320_08

Definitions

***CDRs (Critical Deployable Resources)**
Equipment or supplies, not a human resource; (2) Easily transported or self-propelled; (3) Suitable for use in support of continuity or recovery of VHA services/capabilities; (4) Not readily available in most locations where VHA operates

Resource Custodians
Resource Custodians are those assigned to care for, ensure the readiness of, and serve as the point of contact for a particular CDR.

Resource Owners
Resource owners are the VA medical facility Director or designee responsible for the CDR inventory list.

Types of CDRs (Critical Deployable Resources)

Command center or emergency operations center, mobile	admin, counseling		Decontamination, patient reception/FCC, VSAT	for temporary emergency field uses	Truck or trailer, fuel tender; Logistics Support Vehicle	Dual use and other mass patient evacuation transport vehicles	Kitchen, mobile; Mobile Emergency Nutrition Unit	Water purification
MUV* (multi use Vehicle)*	MVC* (Mobile Vet Center)	MPU* (Mobile Pharmacy Unit)	Trailers*	Shelters and tents*	LSV* Logistics Support Vehicle	DUV* (Dual-Use Vehicle)	MENU* (Mobile Emergency Nutrition Unit)	Water purification unit*
(Mobile Clinics, MMUs, etc)								

MMU Use Cases

		Specialty care	Emergency response	Emergency response	Planned Event	Planned Event, Walk-in service	Specialty care	Planned Event, Walk-in service
VETERAN		As a Veteran with an audiology appt what do I need to know about the mobile clinic?	As a Veteran, I'm in medical need after a hurricane. How do I find out that the VA can help me?	As a Veteran, I'm having a mental health crisis after Surfside condo collapse.	As a homeless Veteran, how do I find out about the next Stand Down?	As a Caregiver, I want to get us COVID vaccinated.	As a rural Veteran, I have a cardiac follow-up in an MMU at a CBOC in Anderson, SC	As a vaccine hesitant Veteran how do I opt for a walk-in vaccine?
SITUATION		During COVID, non-emergency	Emergency response (hurricane)	Emergency response (incident)	non-emergency, outreach event	During COVID, non-emergency	Scheduled, follow-up cardiology appt	walk-in primary care
SETTING		Parked at an audiology outpatient clinic					Parked in the lot of a CBOC, which was redone for an MMU	business, VSO, church
USE	dental, prosthetic, audiological, mental health, and other clinical and ancillary clinical services	APPT: Audiology appts - create more social distancing, or catch-up with appts	clinical services, primary care	mental health care	EVENT: "Stand Down" 1-3 days VA provide food, clothing, health screenings to homeless and at-risk Veterans. Also, referrals for health care, housing solutions, employment, substance use treatment, mental health counseling, etc	Vaccination event	Cardiology appts	Vaccination event
VEHICLE TYPE	MMU* (mobile medical unit or mobile clinic)			MVC*	? portable showers		MMU* (mobile medical unit or mobile clinic)	MMU* (mobile medical unit or mobile clinic)
E.g.		Orlando, FL	Orlando, FL	Miami, FL	Orlando area, FL	Orlando, FL	Columbia, SC	rural SC
VA		As a scheduler, I will tell the Veteran where their appt is located.	As Emergency Manager, how do I find out who's in need, Vets are ignoring our robo calls?	As Emergency Manager, how do I let Veterans know an MVC is in your area?	As a PAO I will get our partners to publicize this event.	Communicate walk-ins from 8-2p at "all locations"	As a scheduler, I can give Veterans a choice	As a Vaccine Coordinator, how do increase vaccinations?
PAIN POINT			I wish Vets could easily click a button and ask for help during emergency		I update social media more than the VA events pages			
ACTION ITEM			Can we do retro research of search terms after an emergency from certain locations?		research PAOs pain points with using our websites As a homeless Veteran, how do I find out about the next Stand Down?		Virtual modality as a choice may persist post-covid	

	Emergency response	Primary care	Emergency response	Primary Care	Walk-in service, Planned Event	Specialty care
VETERAN	As a Veteran, after a hurricane, I need Rx refills. My clinic is closed due to flooding!	As a Veteran who can't cross the Mtn overpass during winter	As a Veteran, I'm having a mental health crisis after losing my home in the More, OK tornado. 2013	As a rural Veteran, I can get VA primary care nearby without driving 71 miles to Cheyenne	As a rural Veteran, I can get a flu shot from the VA in Laramie	
SITUATION	Emergency response (hurricane) Morehead	scheduled primary care	Emergency response (incident)	scheduled primary care	walk-in primary care	scheduled, eye clinic
SETTING	In front of a Wal-mart			Parked at the Fire Dep't. Training Facility in Wheatland, WY every Wed & Thur		
USE	clinical services, primary care, Rx, Food	clinical services, primary care	mental health care	Labs, Dermatology with hi-def camera, Mental Health (hard to find with Community Care)		eye care, services still TBD
VEHICLE TYPE	MVC* (Mobile Vet Center) but staffed by VA	MMU* (mobile medical unit or mobile clinic)	MVC*(Mobile Vet Center) but staffed by VA	MMU* (mobile medical unit or mobile clinic)		MMU* (a van that was converted)
E.g.	Morehead, NC	Northern California during winter (told by Fayetteville)	More, Oklahoma	rural Wyoming		
VA	As a PAO, I'll lean on the news & FB to get the word out		As Emergency Manager, how do I let Veterans know an MVC is in your area?	As a scheduler, I can give the Veteran an appt location option.		
PAIN POINT	updating status of an MMU is a painpoint		VA & MVC coordination of mental health care is very inconsistent			
ACTION ITEM	PAO suggests an option to check off in existing flow: "has the MMU been deployed?" research PAOs pain points with using our websites		PAO suggests an option to check off in existing flow: "has an MVC been deployed?"			

Next Steps

Findings

Who we talked to:

Public Affairs
- Tammy Finney - Chief of Communications, Engagements Columbia, SC
- Tara Ricks - Director of Communications- Fayetteville, NC
- Bob Hall - Public Affairs Specialist Columbia, SC
- Matthew Bell - Public Affairs Specialist Columbia, SC
- Stephen Wilkins - Deputy Director of Communications Fayetteville, NC
- Armenthis Lester - Public Affairs Specialist, Manila
- Tim Hippen - Chief, Voluntary Service and Outreach Coordinator & Acting PAO, Des Moines

Emergency MGMT
- Reginald Kornegay - Emergency Manager for Orlando
- Gregory Donohue - Emergency Management Specialist, Orlando

Healthcare MGMT - Rural & Telehealth
- Scott Defreece - Nurse Manager Rural & Telehealth Clinics, Cheyenne, WY
- Andrea Boyd - Physician, Vaccine Coordinator - Columbia, SC
- John T Cinco, MD - Physician - Service Chief - Orlando
- Izabella Jackson - Nurse Manager, runs the mobile clinic programs WY
- Tanya Henry - Nurse Manager - manages mobile clinic - Columbia, SC
- Daniel P. Gutkoski - Clinic Manager VHA, (NARS authorized VARO/ OC Manila)

Veteran Outreach
- Nestor Rodriguez - Veterans Outreach Coordinator & Minority Veterans Program Coordinator

Tools PAOs use to do their job

- Local news media (may also follow VA FaceBook)
- Vet Text
- Postcards
- Emails (GovDelivery) — Manila found this difficult to adopt
- Automated calls (Stream Calls) — Veterans block robo calls
- Facebook — Easiest for PAOs but we've heard Veterans don't like/trust FaceBook
- Twitter
- Instagram
- VSOs (VFWs, American Legions) — These might be one in the same in many cases?
- In person outreach
- Website — seems like the last on the list; Pain points: teamsite, have to go to the building during an emergency

Problems / Solutions

Problem	Now	Next	Consider
Data on MMUs is innaccurate	How/where does Emergency Management track MMUs? Can we leverage this? Stan is Solving this?		
PAOs resist website maintenance Upgraded Events pages are always empty. Why?	Improve relationship with PAO: align our goals, solve their problems Give PAO's a choice of solutions		
Hypothesis: Veterans don't like Facebook as much as POAs do. If so, what then?	Unmoderated "Survey" to understand how Veterans like to, or have learned about events. Is there existing research?		
Locations for MMU services isn't findable on Facility Locator.	Solicit feedback from PAOs on solutions dedicated webpage (current VAMC) service accordion event service accordion - specialty Events pages emergency response	Test prototypes with Vets & PAOs PAOs can choose: webpage, events page, and/or service accordion Facility locator pulls in locations from events page	
Hypothesis: Veterans don't know MMUs are deployed after emergencies	Unmoderated "Survey" to understand how Veterans like to, or have learned about events. Is there existing research?	Create prototype of an improved solution	Facebook feeds VA events pg or vice versa
Communicating MMU/ MVC deployment after an emergency not done consistently/timely VA.gov	More research is needed to understand user flow, barriers, and areas of improvement		

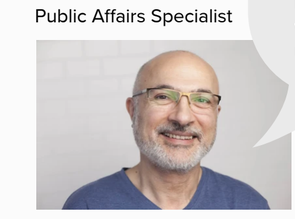
Research ideas

VA Internal Research

- PAO JOB SHADOW ethnographic research, understand context, tools and processes
- Walk-thru of updating status of an MMU
- Updating FaceBook and other social media
- Validate proto persona
- Survey PAOs to confirm/correct + solicit ideas, volunteers
- embed mockups, get input, cast wide net, make friends
- Interview VAMC editors / leverage any existing UX research from CMS team

Proto Persona

Public Affairs Specialist



“When late breaking news happens, we are directing people to our FaceBook page, because it's alot easier to update than our websites. Plus, these things usually happen off-hours!”

Jim, 54
Residence: Midwest
Status: Married, no kids
Education: Graphic Arts, '88

Pain Points
- I'm a dept of 1 but do the job of 5
- I have too many tools to update
- Sometimes I support multiple locations, but I don't have time to manage our our site let alone 5 of them
- I'm not trained to be webmaster
- I HATE Teamsite

Tasks & Behaviors
- Updates new media and radio
- Manages FaceBook, Twitter, Insta
- Does most graphic design in Word
  - Postcard mailers, flyers, etc
- Does on location photography
- Update VSOs in all 42 counties
- Send out emails via GovDelivery
- Update multiple website *when I can*

Needs & Goals
- Getting through my to do list
- Making sure Veterans are informed, luckily postcards and radio still work
- keeping my community relationships in check so they can blast news and events for me
- We need more staff like 1A facilities get

Veteran Research - unmoderated survey

"Survey" Veterans to understand how they learn about events and new opportunities

Are you a Veteran living in a rural area who's received care from a VA Mobile Clinic, a vehicle like a bus or shuttle, that's fitted to provide care, ?

Example types of care, services or events provided in a Mobile Clinic could be:
- help after a disaster or emergency event
- vaccine event
- primary care
- specialty care
- counseling

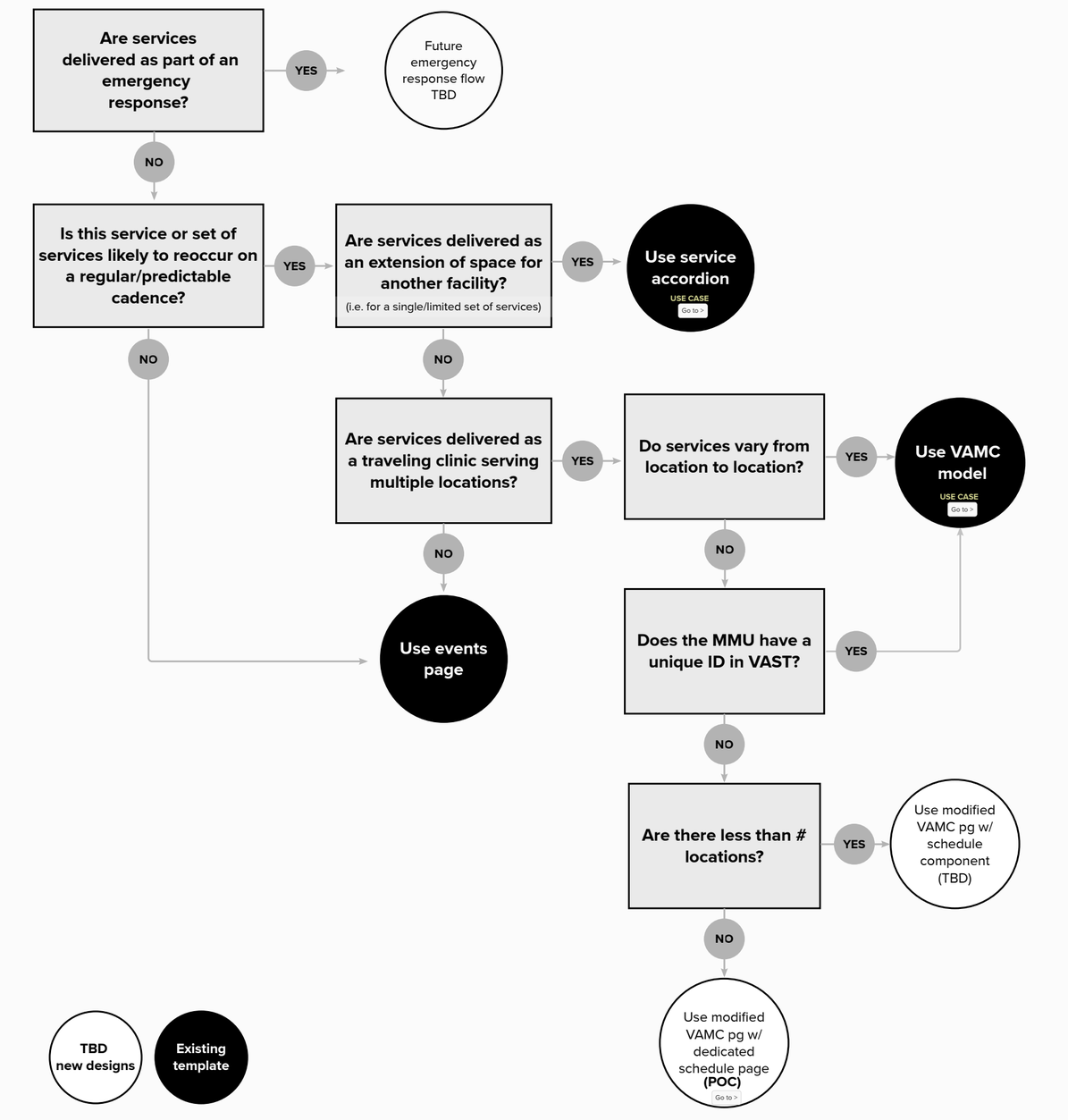
Questions:
- What type of care, service or event did you experience?
- In what city and state was this care, service or event located?
- Would you like to repeat this type of service?
- How did you learn about it?

The VA uses many communication methods to try to reach rural Veterans or those needing care in the event of an emergency. We'd like to know about your experience with them.

- How would you like to be informed of events or new services that might be temporarily available in your area?
- In the event of an emergency, how do you think you'd likely find out that the VA has help or services available to you?
- Have you ever gotten an automated call from the VA about mobile care or an event that you attended? Is this how you found out?
- Have you ever gotten a postcard in the mail from the VA about mobile clinic care or a VA event that you attended? Is this how you found out?
- Have you ever been informed by your local American Legion about mobile care or an event that you attended? Is this how you found out?
- Have you ever been informed by your local VFW about mobile clinic care or an event that you attended? Is this how you found out?
- Have you ever visited Veteran related Facebook pages? If so, what information did you like receiving this way?
- Do you follow any Veteran related Twitter accounts? If so, what information do you like to receive this way?
- Do you follow any Veteran related Instagram accounts? If so, what information do you like to receive this way?

Do you have any thing else to share on this topic?

Flow chart - MMU template use cases



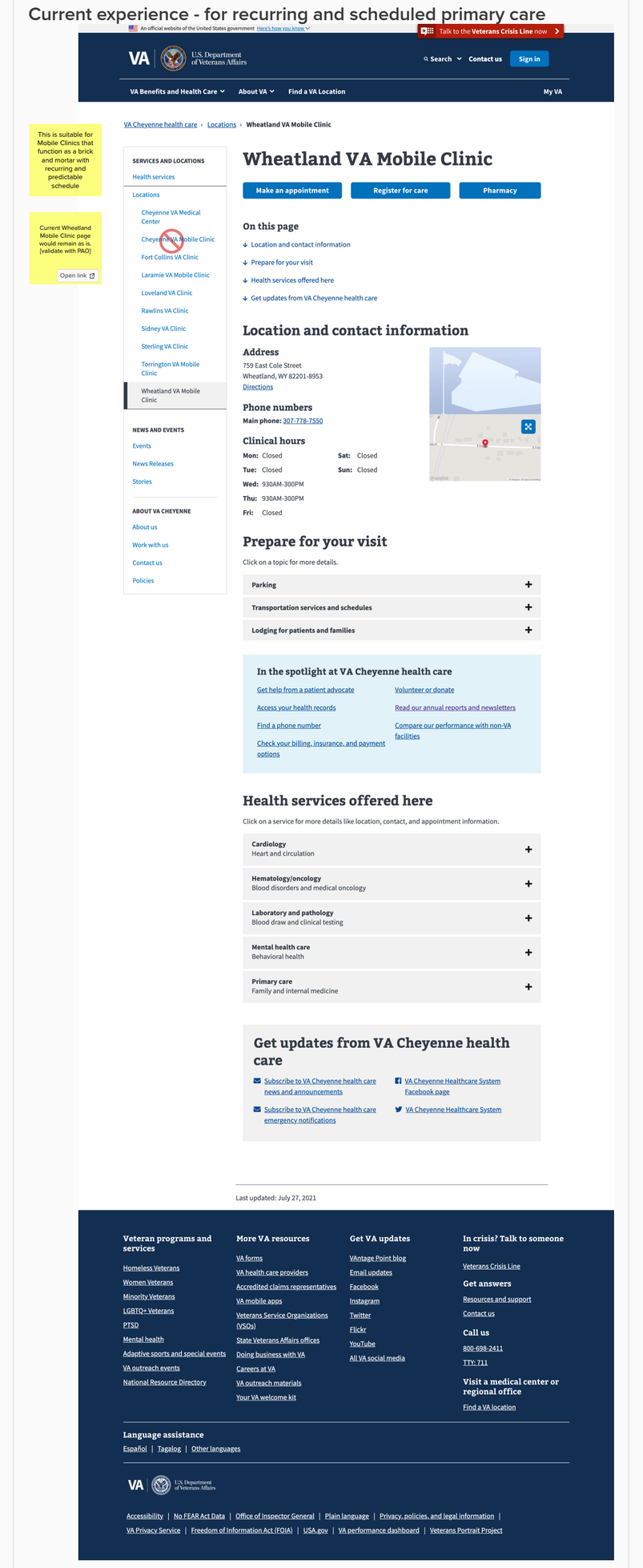
Are services delivered as part of an emergency response?
YES
Future emergency response flow TBD
NO
Is this service or set of services likely to reoccur on a regular/predictable cadence?
YES
Are services delivered as an extension of space for another facility? (i.e. for a single/limited set of services)
YES
Use service accordion
USE CASE
NO
Are services delivered as a traveling clinic serving multiple locations?
YES
Do services vary from location to location?
YES
Use VAMC model
USE CASE
NO
Does the MMU have a unique ID in VAST?
YES
NO
Are there less than # locations?
YES
Use modified VAMC pg w/ schedule component (TBD)
NO
Use modified VAMC pg w/ dedicated schedule page (POC)
NO
Use events page
TBD new designs
Existing template

Is the schedule different on a weekly basis?

Current experience - for recurring and scheduled primary care

This is suitable for Mobile Clinics that function as a brick and mortar with recurring and predictable schedule

Current Wheatland Mobile Clinic page would remain as is. [validate with PAO]



VA Cheyenne health care › Locations › Wheatland VA Mobile Clinic
Wheatland VA Mobile Clinic
Make an appointment
Register for care
Pharmacy
On this page
Location and contact information
Prepare for your visit
Health services offered here
Get updates from VA Cheyenne health care

Location and contact information

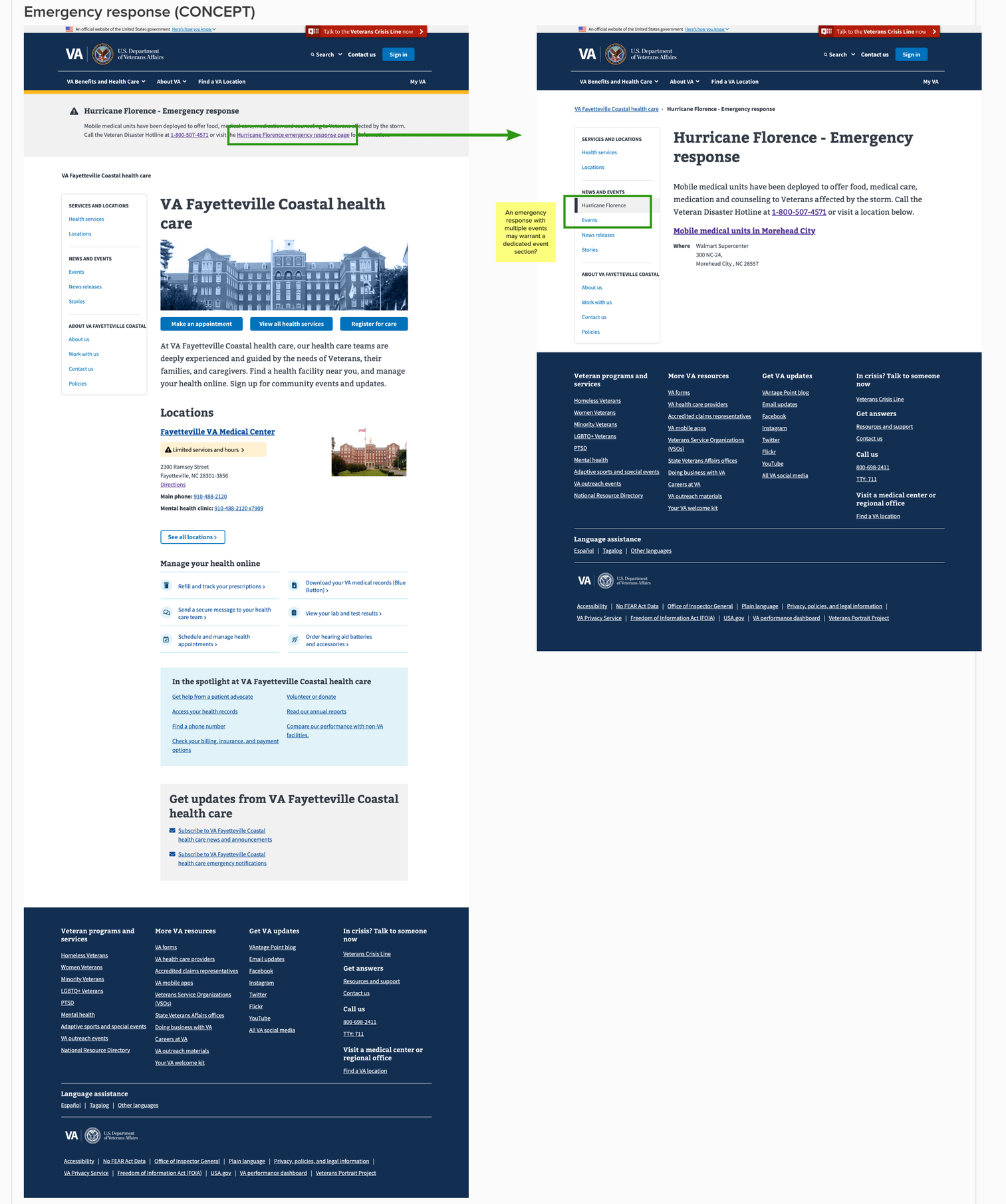
Address
759 East Cole Street
Wheatland, WY 82201-8953

Phone numbers
Main phone: 307-778-7550

Clinical hours
Mon: Closed | Sat: Closed
Tue: Closed | Sun: Closed
Wed: 930AM-300PM
Thu: 930AM-300PM
Fri: Closed

Emergency response (CONCEPT)

An emergency response with multiple events, may warrant a dedicated event section?



Hurricane Florence - Emergency response
VA Fayetteville Coastal health care
Locations
Hurricane Florence - Emergency response

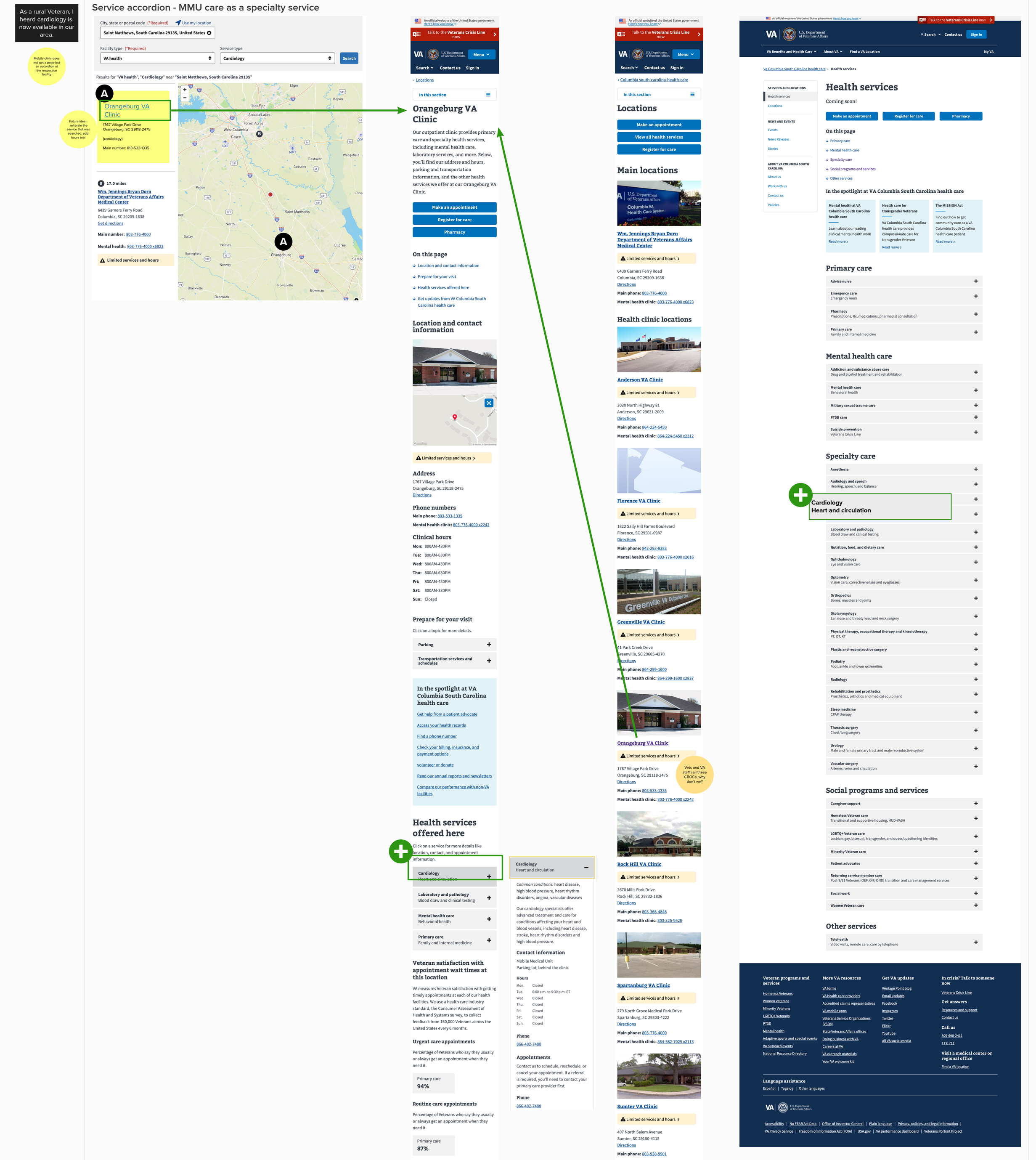
Mobile medical units have been deployed to offer food, medical care, medication and counseling to Veterans affected by the storm. Call the Veteran Disaster Hotline at 1-800-507-4571 or visit a location below.

Service accordion - MMU care as a specialty service

As a rural Veteran, I heard cardiology is now available in our area.

Mobile clinic does not get a page but an accordion at the respective facility

Future idea - reiterate the service that was searched, add hours too!



Results for "VA health", "Cardiology" near "Saint Matthews, South Carolina 29135"

A Orangeburg VA Clinic
1767 Village Park Drive
Orangeburg, SC 29118-2475
(cardiology)
Main number: 813-533-1335

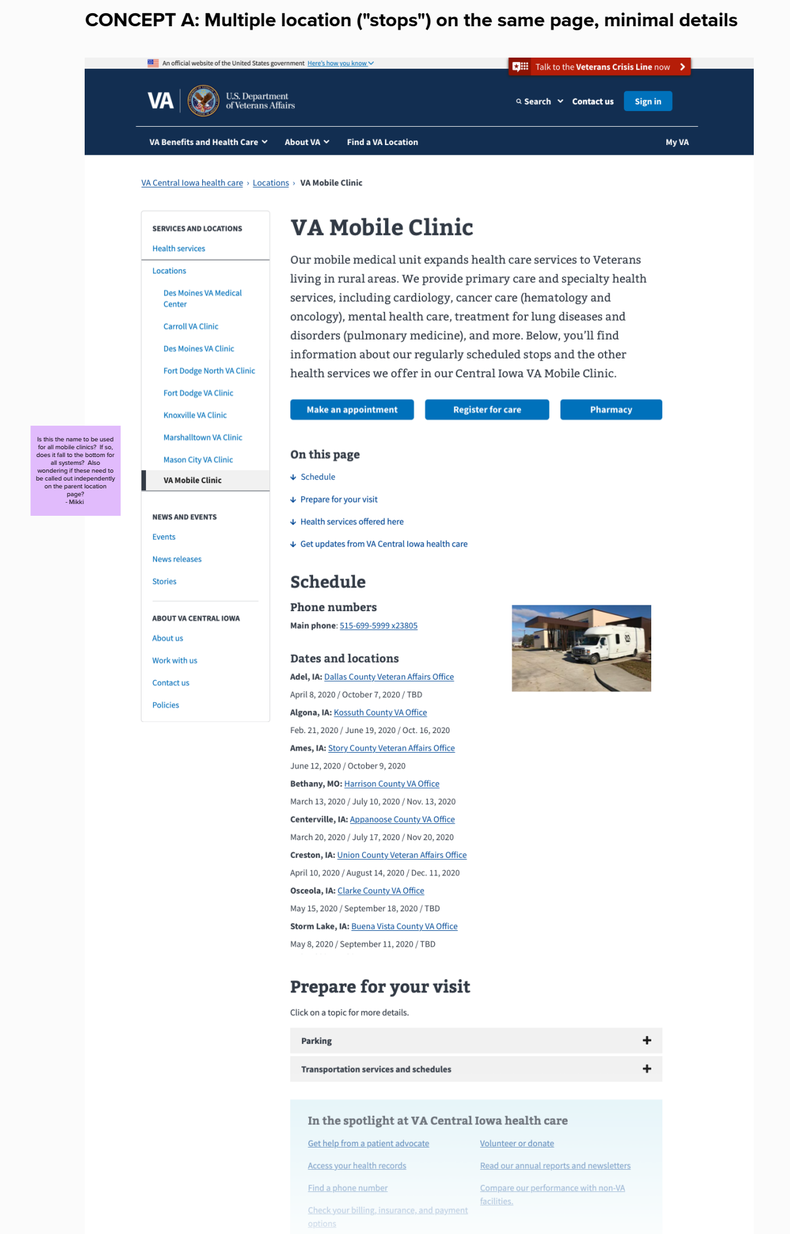
B 17.0 miles
Wm. Jennings Bryan Dorn Department of Veterans Affairs Medical Center
6439 Garners Ferry Road
Columbia, SC 29209-1638
Main number: 803-776-4000
Mental health: 803-776-4000 x6823
Limited services and hours

Orangeburg VA Clinic
Locations
Main locations
Health clinic locations
Health services
Primary care
Mental health care
Specialty care
Cardiology
Heart and circulation
Social programs and services
Other services
Future idea: sort by date and/or location
Future idea: map with location pins

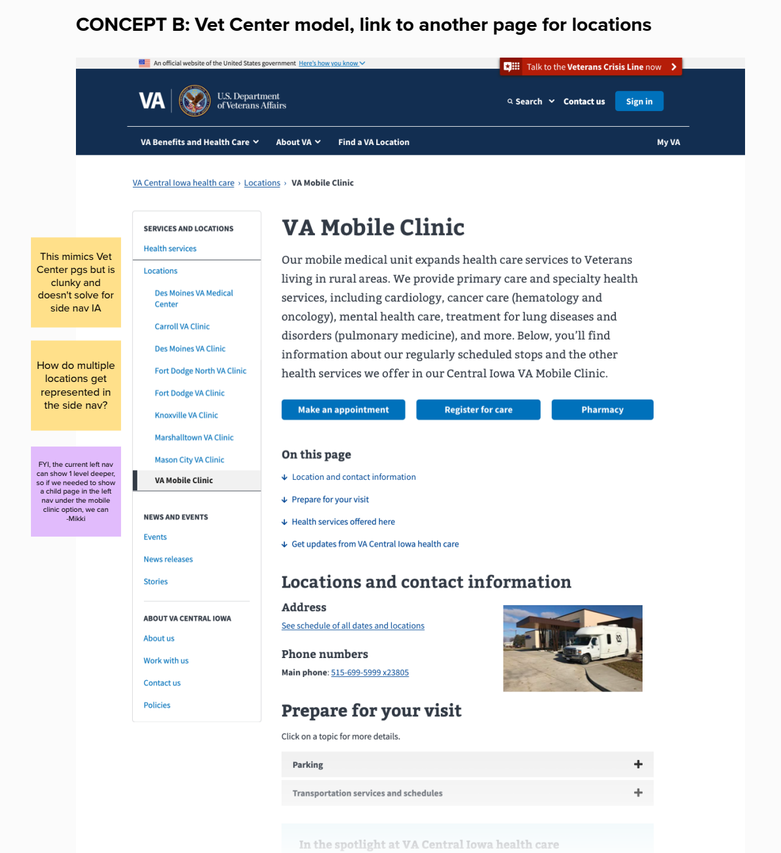
VAMC template with schedule (CONCEPTS)

1 MMU will travel to 8 rural communities within a system's catchment area, 2-3 times each throughout the year to offer scheduled primary care for a total of 20 stops on their "tour". Offers the same services at all locations/dates/times.
How might we represent this information to be most meaningful and useful to Veterans?

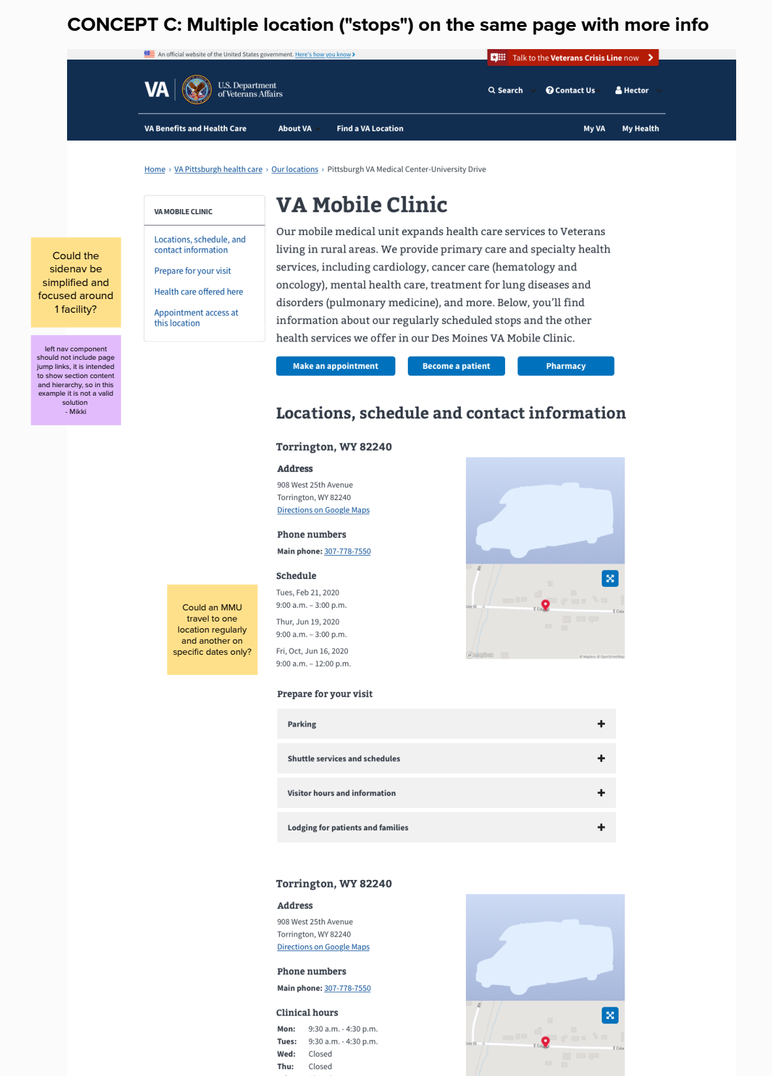
CONCEPT A: Multiple location ("stops") on the same page, minimal details



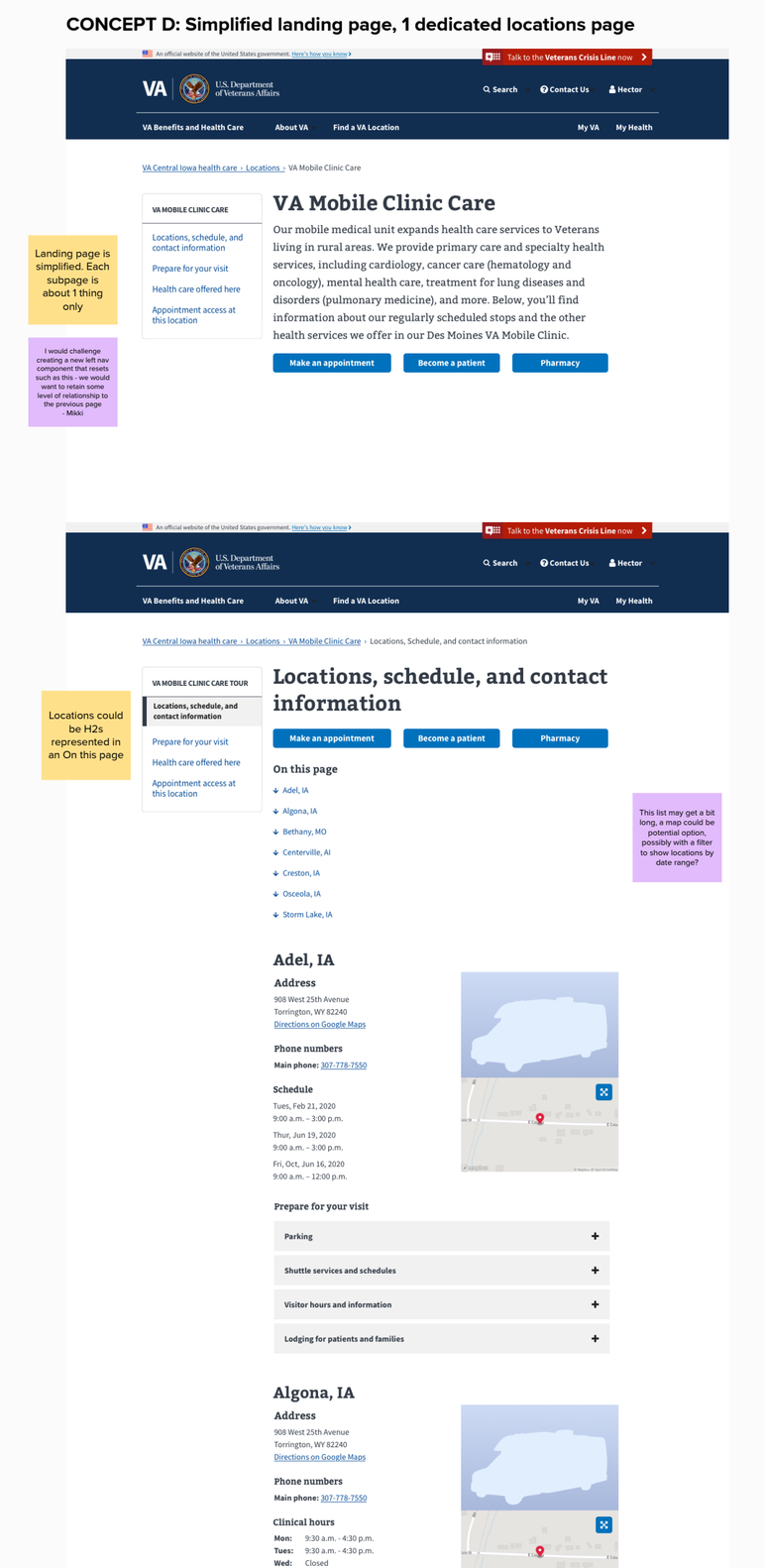
CONCEPT B: Vet Center model, link to another page for locations



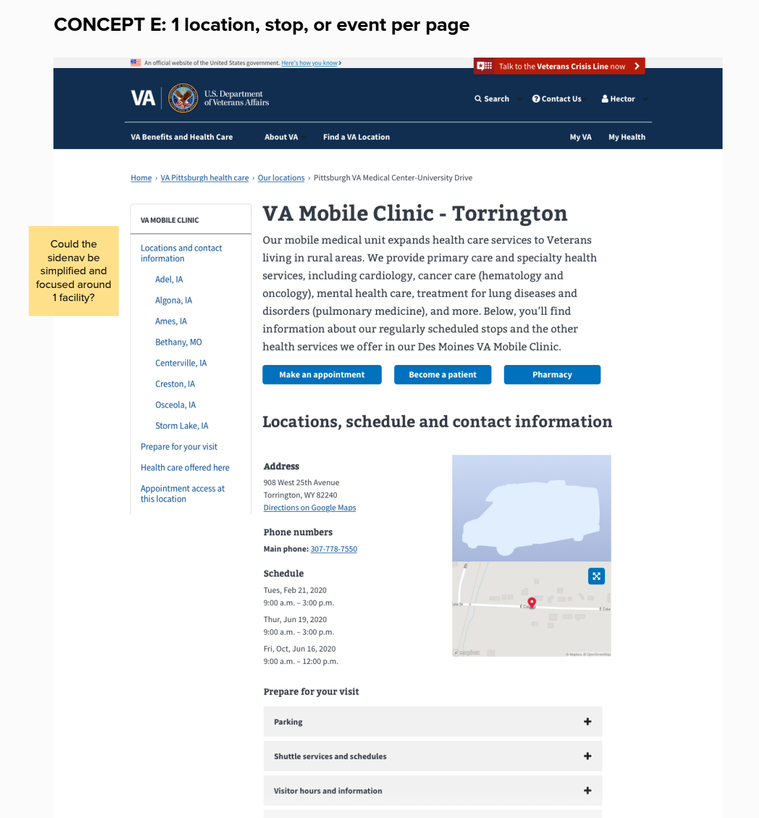
CONCEPT C: Multiple location ("stops") on the same page with more info



CONCEPT D: Simplified landing page, 1 dedicated locations page



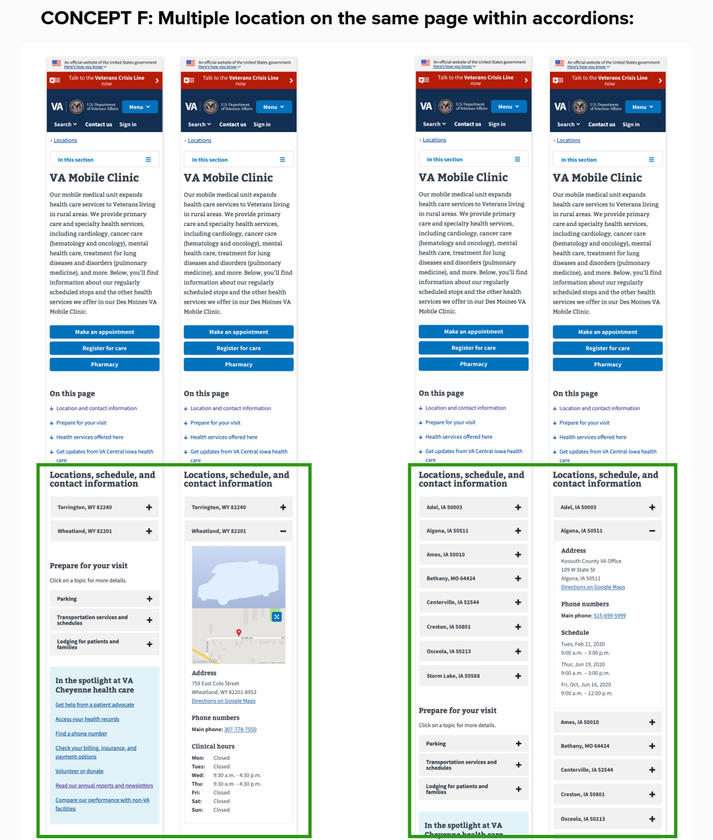
CONCEPT E: 1 location, stop, or event per page

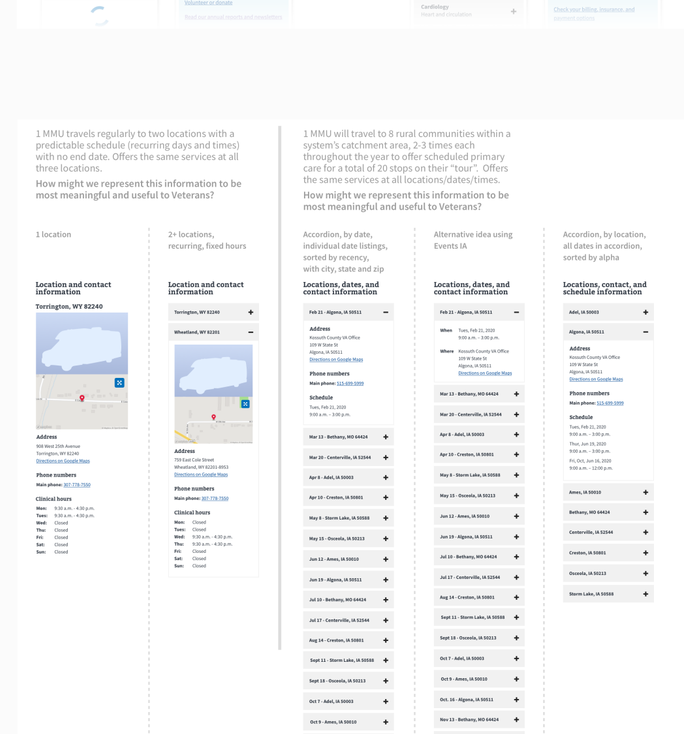


1 MMU travels regularly to two locations with a predictable schedule (recurring days and times) with no end date. Offers the same services at all three locations.

1 MMU will travel to 8 rural communities within a system's catchment area, 2-3 times each throughout the year to offer scheduled primary care for a total of 20 stops on their "tour". Offers the same services at all locations/dates/times.

CONCEPT F: Multiple location on the same page within accordions:





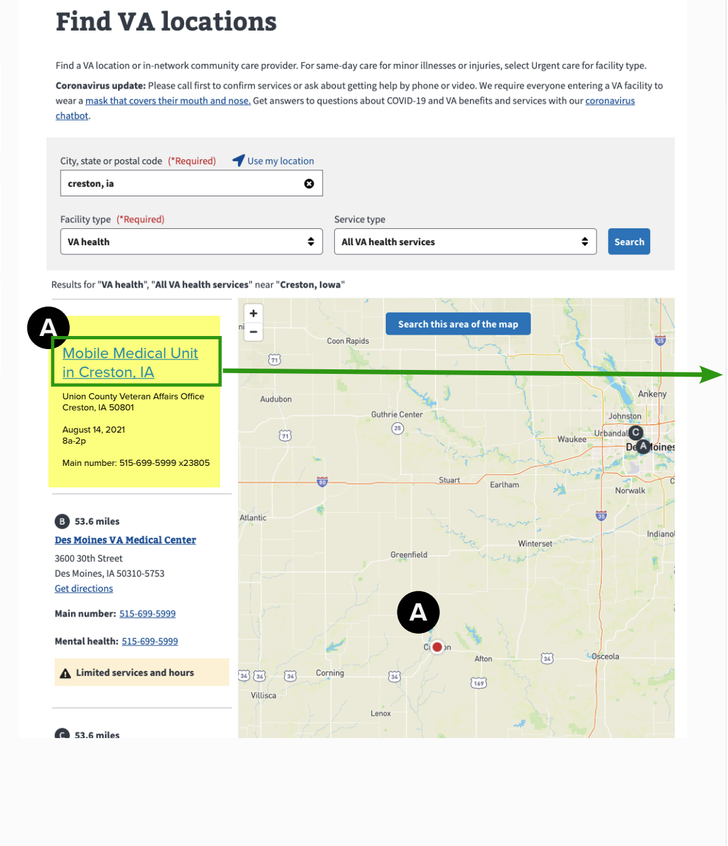
Event pages - healthcare offered at an irregular cadence (CONCEPT)

As a Veteran living in rural Creston, Iowa, I wonder when the VA Mobile Medical Unit will be back

I use Facility Locator to search for healthcare in Creston, IA

I see that there will be a mobile medical unit in Creston next month

I click for more information

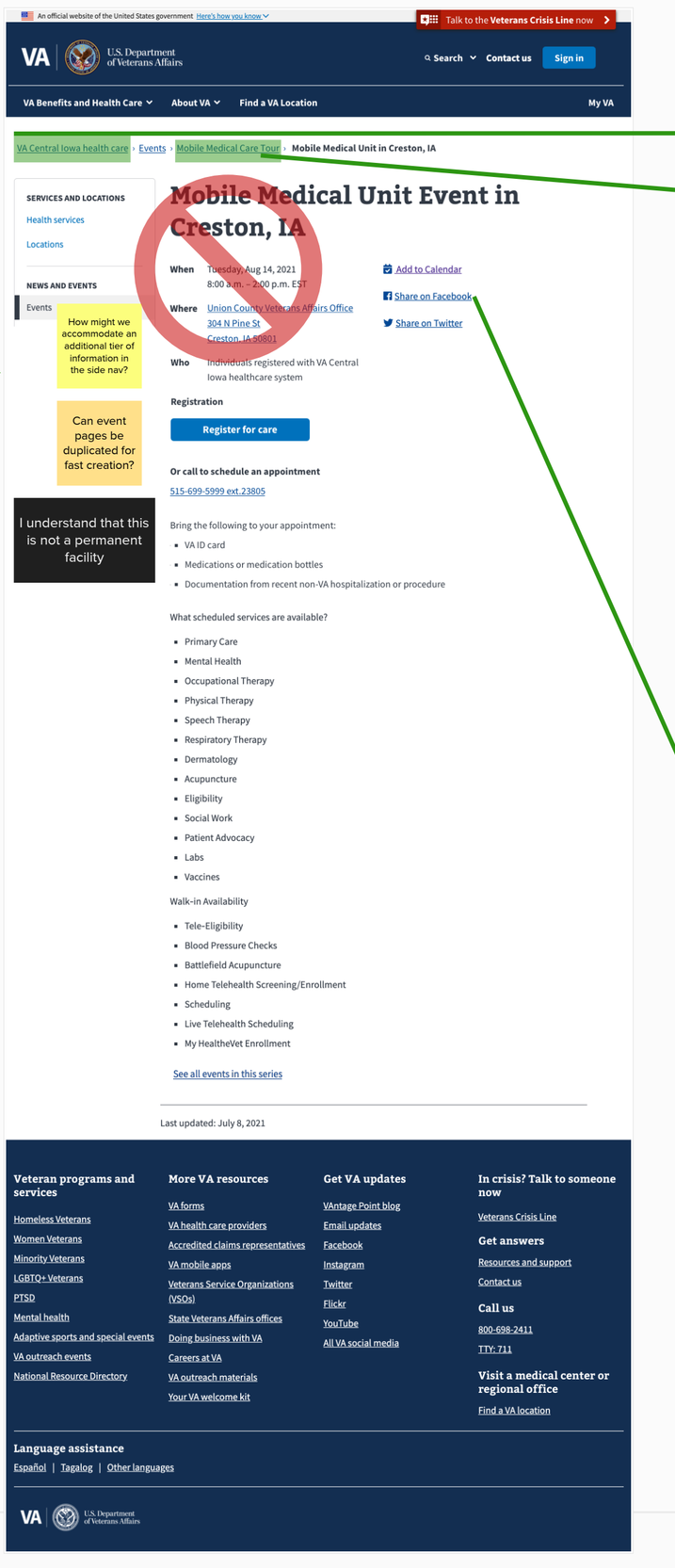


Find VA locations
A
Mobile Medical Unit in Creston, IA

How might we accommodate an additional tier of information in the side nav?

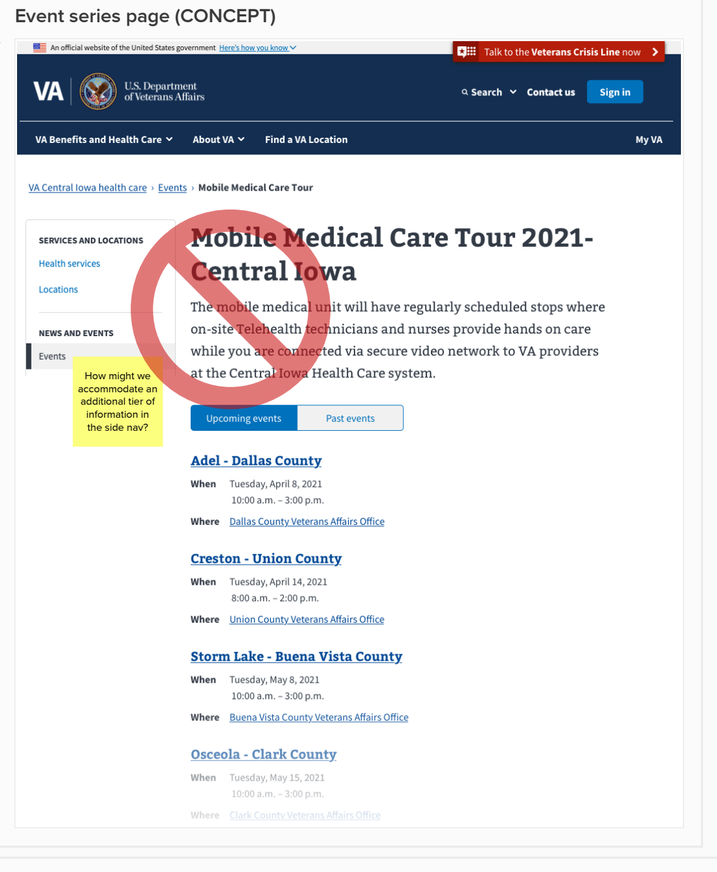
Can event pages be duplicated for fast creation?

I understand that this is not a permanent location



Mobile Medical Unit Event in Creston, IA
Register for care

Event series page (CONCEPT)



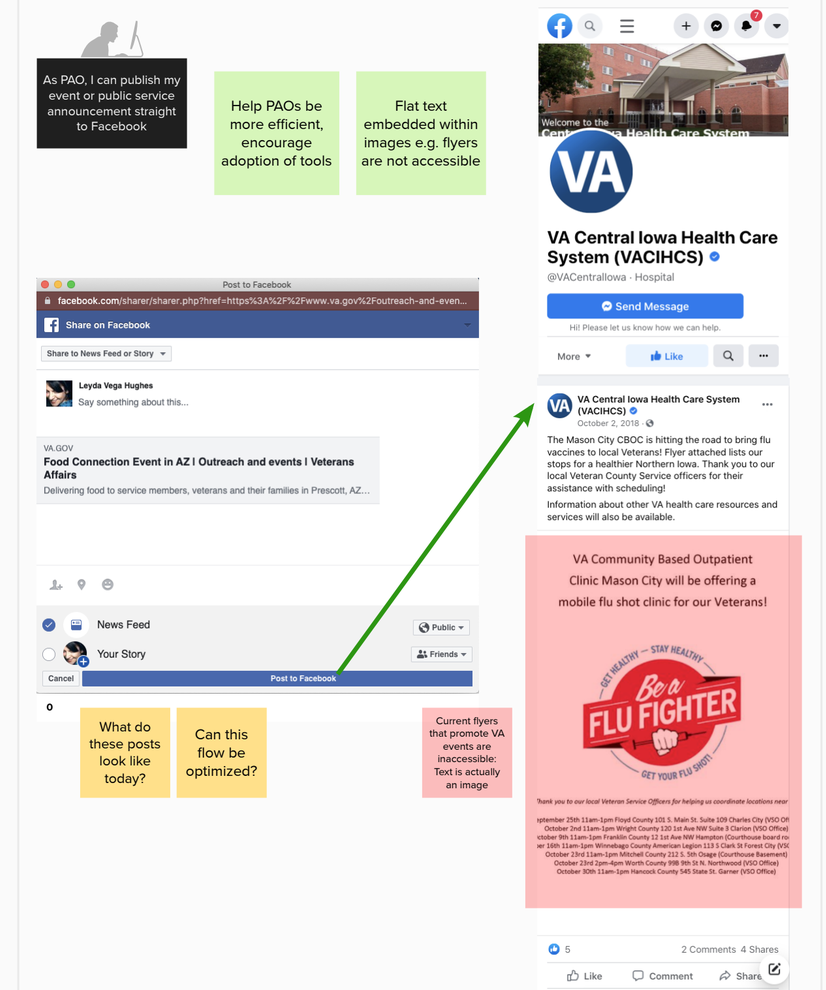
Mobile Medical Care Tour 2021- Central Iowa
Adel - Dallas County
Creston - Union County
Storm Lake - Buena Vista County
Osceola - Clark County

Post to Facebook

As PAO, I can publish my event or public service announcement straight to Facebook

Help PAOs be more efficient, encourage adoption of tools

Flat text embedded within images e.g. flyers are not accessible



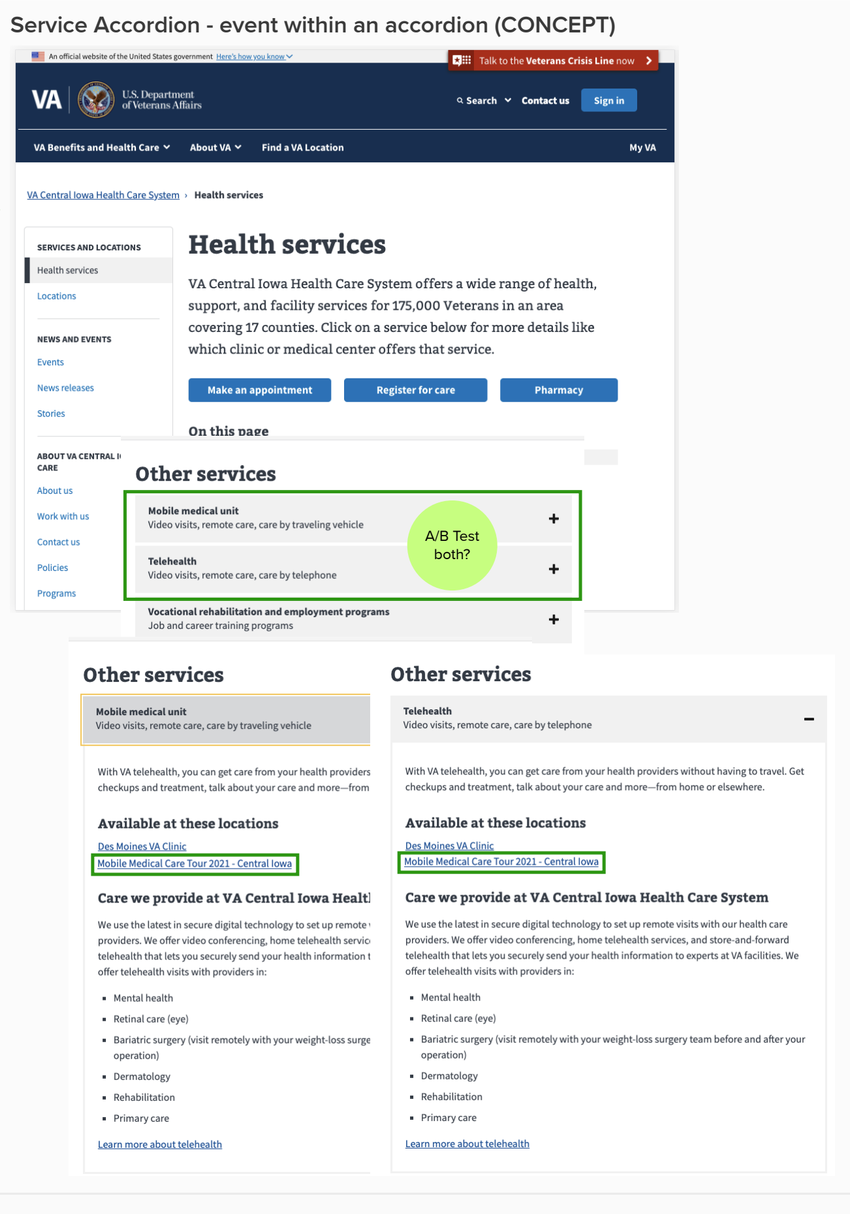
VA Central Iowa Health Care System (VACIHCS)
Post to Facebook
Be a FLU FIGHTER

What do these posts look like today?

Can this flow be optimized?

Current flyers that promote VA events are inaccessible. Text is actually an image

Service Accordion - event within an accordion (CONCEPT)



Health services
Other services
Mobile medical unit
Telehealth
A/B Test both?
Available at these locations
Mobile Medical Care Tour 2021 - Central Iowa